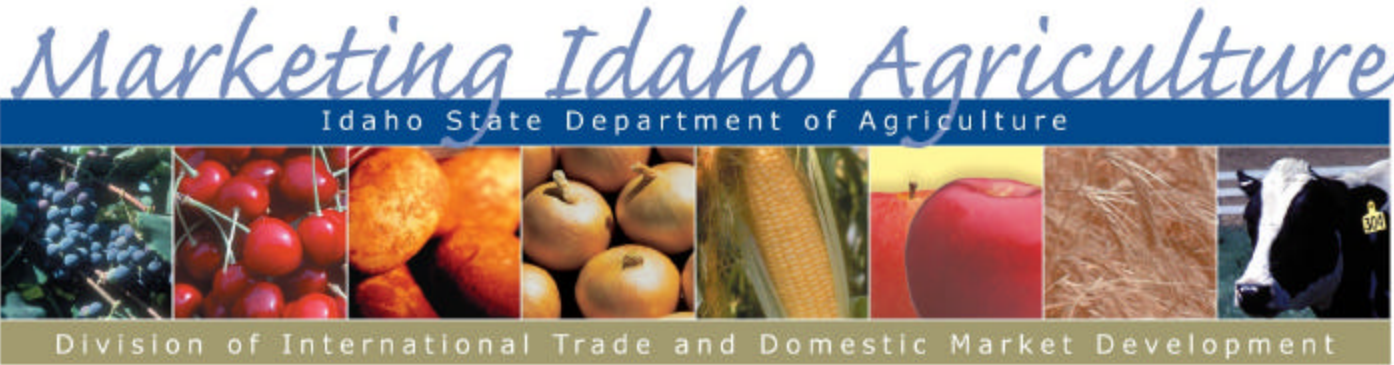


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| <u>JULY</u> | |
| 21-July 8 | Mexico Fresh Produce Promotion** Soriana Supermarket Chains |
| <u>AUGUST</u> | |
| 8-18 | International Trade Office Managers in Idaho |
| 23-26 | Visit From Governor Ramirez and Delegation |
| 23-27 | Mexican Produce Buyers Mission to Idaho ** |
| 28 | Wal-Mart Idaho Preferred™ 2004 Promotion Kick –Off |
| <u>SEPTEMBER</u> | |
| TBD | Buying Mission from China** |
| TBD | Transportation Workshop |
| TBD | Specialty Food Buyers Showcase |
| 1 | Exporting Fresh Potatoes Seminar, Sun Valley In Conjunction with Idaho-Grower Shippers Association Meeting |
| 1-15 | Inbound Buying Mission from Taiwan, Idaho and Washington** |
| 22-24 | Buying Mission from Korea** |
| 30-Oct. 10 | Mexico Fresh Produce Promotion** Gigante Supermarket Chains |
| <u>OCTOBER</u> | |
| TBD | Chef Demonstrations on Mexican Cooking Show, Monterrey, Mexico ** |
| 15-26 | Mexico Fresh Produce Promotion** Soriana Supermarket Chains |
| ** WUSATA, Western U.S. Agricultural Trade Association | |



July - August 2004

Idaho—Mexico Trade Office Celebrates Ten Year Anniversary

First Shipment of Idaho Fresh Potatoes Successfully Exported to Mexico

On March 11, 2004, the Idaho State Department of Agriculture (ISDA) and the Idaho Department of Commerce (IDOC) hosted the ten year anniversary celebration of the Idaho-Mexico Trade Office. The Guadalajara trade office has been instrumental in promoting Idaho as a premier and reliable supplier of agricultural and commercial products and in educating Idaho businesses and state officials on Mexican and Central American opportunities, culture, business practices, product distribution, potential trade constraints and government regulations.

Armando M. Orellana, director with the trade office since its opening, was recognized for his devoted ten years of service. “Armando and the role of Idaho’s Mexico trade office are invaluable to relationships with Mexico,” said Mike Everett, Deputy Director at ISDA. “The trade office throughout its existence has opened numerous doors for long term relationships and trade between Idaho and Mexico.”

The 65 guests were treated to a slide show that chronologically highlighted trade missions and activities. “It was a pleasure to acknowledge the culmination of a lot of hard work and dedication by Armando and the trade office staff,” stated Mike Everett. Laura Johnson, Marketing Bureau Chief at ISDA, thanked everyone for attending the reception. “It is important to thank the original sponsors of this trade office which was established with the help of the Idaho Alfalfa Seed Commission, Idaho Apple Commission, Idaho Barley Commission, Idaho Dairy Products Commission, Idaho-Eastern Oregon

Onion Committee, Idaho Farm Bureau and Idaho Wheat Commission.”

A positive result of Idaho-Mexico trade missions was the first successful shipment of Idaho fresh potatoes to Mexico. The February shipment confirms Idaho’s ability to comply with the US-Mexico potato export requirements. “This represents the culmination of extensive negotiations over many years, and can lead to a great export market for Idaho growers and shippers,” said Frank Muir, Executive Director of the Idaho Potato Commission.

“The trade office was instrumental in visits by Idaho farmers to Mexico,” commented Gary Fuhriman, with the Idaho Farm Bureau. He went on to say, “it was a direct result of the office that trade relationships in Mexico were established and have resulted in the successful export of Idaho wheat to Mexico.”

Mexico is the second largest market for the U.S., the tenth largest for Idaho overall and the fifth largest for Idaho agriculture. Future visits to Idaho are scheduled for Mexican dignitaries, Governor Gonzalez, from the state of Nuevo Leon, and Governor Ramirez from the state of Jalisco. For more information, contact Laura Johnson at 332-8530.

Idaho Wine Selling in Taiwan

Idaho wine sales have new life in Taiwan. Jeff Tseng, owner of Chateau Harvest Corporation (CHC) in Taipei, Taiwan, has been purchasing and promoting Northwest wines for the last year. Mr. Tseng has been in the wine import business since 1987 and his company is one of the largest wine importing companies in Taiwan. CHC carries select varieties from more than 10 Northwest wineries.

Over 1000 cases of Northwest wine have

been purchased for a value of \$150,000. Mr. Tseng has bought wine from Ste. Chapelle Winery in Caldwell and Carmela Vineyards in Glens Ferry. "Ste Chapelle was happy to publicize Idaho's Wine Industry in an area of the world that is becoming increasingly economically important. Idaho's wines can hold their own against wine made anywhere," said Mary Sloyer, Retail Manager for Ste. Chapelle.

Jeff recently published a full color, hard bound Northwest Wine book which is a compilation of the wineries he visited last fall. Mr. Tseng returned to the Northwest in May to visit a variety of wineries. CHC plans to purchase another 2000-2500 cases of Northwest wines by the end of 2004. "Idaho and the Northwest have established a great business relationship with Jeff Tseng. Jeff understands the wine industry, and is committed to selling Idaho wines in the Taiwan market" said Lindsey Youtz, Marketing Assistant with the Idaho State Department of Agriculture.

Mr. Tseng said the best competitive advantage of NW wines is "world class quality with reasonable prices. Wineries care for wine lovers and do not overcharge them."

For more information on contacting Mr. Tseng, contact Laura Johnson at 332-8530 or ljohnson@idahoag.us.

Food Hotel Korea Trade Show A Success!

Idaho agriculture products do well in Korea! The Idaho State Department of Agriculture, (ISDA) working with the Western United States Agriculture Trade Association (WUSATA) attended the Food Hotel Korea Trade Show from March 3-5, 2004. Seven companies exhibited at the 2nd annual international trade show targeting the food, drink, restaurant, food service, and retail industries. Two Idaho based companies, Fresca Mexican Foods and the Idaho Potato Commission were among the exhibitors.

"The Korea Food & Hotel Show was an excellent opportunity to promote Idaho Potatoes and to introduce potential future customers to our Idaho suppliers," said Frank Muir, President & CEO of the Idaho Potato Commission.

"Once again the various Department's of

Agriculture who organized and implemented this venue performed to their utmost to ensure a successful show. "I feel the Ag Department's work together for a common goal – to build our trade with our foreign neighbors," said Rick Kay, Vice President of Fresca Mexican Foods.

"The primary strategy is to develop long term relationships with large importers, buyers, distributors and caterers, and to build awareness of high quality Western U.S. foods for the Korean food service sector", said Sherise Jones, Trade Specialist with ISDA. "Companies felt that by the end of the show, those potential business relationships had been established."

Eighty-seven new foreign buyer contacts were reported by the seven exhibiting companies, and four new foreign distributors were identified.

As a follow-up to this project, the ISDA, along with the Oregon Department of Agriculture and WUSATA will be managing a reverse buying mission from Korea later this summer. If any companies are interested in visiting with this delegation, please contact Sherise Jones at 208-332-8530 or sjones@idahoag.us.

Financial Assistance Available for Export Promotion of Food and Agriculture Products

Small agribusinesses in Idaho may apply for funding to help enhance promotion of food and agricultural products in global markets through the Western United States Agricultural Trade Association (WUSATA) Branded Program. Companies can receive 50% cost reimbursement on the production of literature and Point-of-Sale materials, in-store demonstrations, international trade shows, certain domestic trade shows, mainstream advertising, and required label changes & production.

To qualify companies must meet the SBA definition of a small business. Eligible products include brand-named food and non-food agricultural products, beverages, seafood, agriculture-based food supplements, seed, nursery products, and pet foods. Companies will compete for funding based on a number of criteria including past funding utilization, projected sales increases, and quality of submitted application.

Applications are due July 1, 2004 and are available on-line at www.wusata.org. While the program is named the "Branded Program," products need not have a registered brand to be eligible. Further information can be obtained by contacting the Idaho State Department of Agriculture's Marketing Division at (208)332-8530.



Paul's Market Grand Opening a Success!

Paul's Market celebrated the grand opening of their newest store on May 5th, 2004 by publicly announcing their partnership with Idaho Preferred™. Paul's 8th store is located in Boise, at Five Mile and Lake Hazel.

Paul's has been a strong supporter of locally grown food and agriculture products since they began business over 50 years ago. The day's events included a ribbon cutting ceremony with the Zatica family and entire Paul's Market team. Customers lined the parking lot waiting for the doors to officially open for business!

Governor Dirk Kempthorne, the Director of the State Department of Agriculture Pat Takasugi, as well as Paul, Stan, and Steve Zatica, publicly announced Paul's partnership with Idaho Preferred™. This partnership will enhance the Idaho Preferred™ program with the promotion of locally grown, raised, and processed foods.

We look forward to continued success with Paul's Market and their support for Idaho Preferred™.

Idaho Preferred™ Rolls-out Advertising Campaign

The Idaho Preferred™ program has stepped up efforts to further promote the quality of Idaho grown food and agriculture with a media plan that extends through the spring of 2005.

Several successful events held over the past nine months and a variety of other media coverage have built a solid foundation for the Idaho Preferred™ brand. Upcoming scheduled advertising plans will further benefit Idaho Preferred™ members and supporting partners.

The plans include a new element instituted by the Idaho State Department of Agriculture. Designed to educate consumers and provide important program news on a regular basis, an "Idaho Preferred™ Feature of the Week" article in This Week in Agriculture will highlight seasonal crops and Idaho Preferred™ businesses.

In addition to the ISDA's weekly news feature, scheduled media includes summer radio advertising, a September Wal-Mart promotion, holiday billboard placement, winter and spring radio and television commercials and other creative promotional events.

To take advantage of this increasingly popular branding program and receive the benefit of the extensive advertising campaign, Idaho businesses that grow, process, retail or distribute Idaho food and agriculture are encouraged to participate as a member of Idaho Preferred™. Contact Sherise Jones at 208-332-8532 for details.

Radio Highlights Farmers' Markets

Idaho Preferred™ kicks off a statewide radio campaign for Farmers' Markets during the month of July. Farmers' Markets that are members of the Idaho Preferred™ Program will be highlighted through an advertising campaign that provides details of market hours, location and product types. Designed to increase the market's consumer base for food and agriculture products, radio ads will encourage listeners to visit their nearest Idaho Preferred™ Farmers' Market for Idaho grown products such as award-winning wines, potatoes, onions, peaches and much more!

With over twenty-five markets and hundreds of vendors, the program ads are a valuable tool in establishing the Idaho Preferred™ brand as a mark of excellence. Farmer's Market organizers that wish to be included in the July campaign need to apply for membership and request ad placement by contacting Sherise Jones at 208-332-8532, or sjones@idahoag.us.